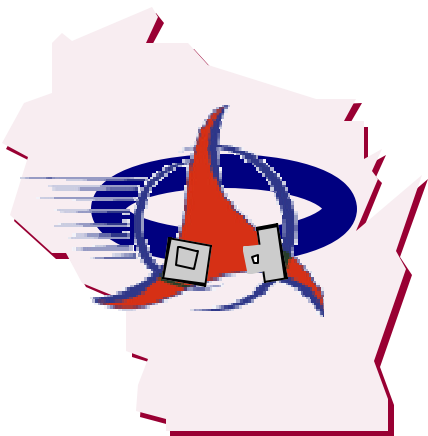


**29th Annual Governor's
Conference on Highway Safety
August 21-22, 2003
Radisson Paper Valley
Appleton, Wisconsin**



***"Wisconsin: Serious
About Safety"***



***Sponsored by the
Wisconsin Department of Transportation
Bureau of Transportation Safety***

"Buckle Up or Pay the Price"

Wisconsin Department of Transportation
Bureau of Transportation Safety
PO Box 7936
Madison, WI 53707-7936

You are invited to participate in this 29th annual event as we look for ways to reduce the increasing number of fatalities on Wisconsin's roads now and in the future. "Wisconsin: Serious about Safety".

This conference brings together law enforcement, engineers, emergency medical providers, health professionals, educators and others with an interest in learning about new and emerging highway safety issues.

Registration information
Early registration is \$75 for conference attendee; \$45 for spouse/guest. After July 30, 2003, registration is \$95 for attendee; \$50 for spouse/guest. Registration fees for attendees include, materials, breaks, one luncheon, one reception and one breakfast.

No written confirmation will be sent to registrants. DPI ECH's are available for conference attendees. Contact Vicki Schwabe at vicki.schwabe@dot.state.wi.us or (608) 266-0402. *Please remember that workshop times are subject to change without notice.*

Registration Refund Policy: Refunds will be given if a cancellation is made on or before August 1, 2003. No refunds will be made after that date.

Hotel Room Reservations: Conference participants must make their own hotel reservations and will be responsible for payment of their own lodging. Rates are \$62 per night for single room and \$72 for double.

Please make reservations directly with the Radisson Paper Valley Hotel and Conference Center, 333 W. College Avenue, Appleton, WI 54913. Phone: (920) 733-8000 or (800) 242-3499, Fax (920) 733-9220.

When making reservations, please mention you are with the Governor's Conference on Highway Safety. *To take advantage of the special conference rate, you must make lodging reservations prior to July 20, 2003.*

29th Annual Governor's Conference on Highway Safety

Wednesday, August 20, 2003
1:00 pm - 5:00 pm Conference Registration

Pre-Conference Meetings and Training
1:00 pm - 5:00 pm Law Enforcement Task Force Meeting
1:00pm - 4:00 pm Wisconsin Association of Wo/Men
Highway Safety Leaders
5:00 pm - 7:00 pm Wisconsin Highway Safety Coordinators
8:00 am - 4:30 pm DITEP Workshop

Thursday, August 21, 2003

7:30 am - 5:00 pm Registration - Lobby
Exhibit Area Open

9:00 am Opening Session

Presiding: John H. Evans, Director
WisDOT Bureau of Transportation Safety

Welcome: James Doyle, Governor (invited)
State of Wisconsin

Keynote Address: Stephen W. Hargarten, M.D., MPH
Department of Emergency Medicine
Medical College of Wisconsin

10:30 am State's Deadliest Crash - What happened on I-43

11:30 am Awards Luncheon

Presiding: Mark Wolfgram, Ph. D., Administrator
WisDOT Division of Transportation
Investment Management

1:30 pm Workshop Sessions
•Unique Approaches to Traffic Safety Funding
•Using Social Marketing to Change Drinking
and Driving Behavior: A Year Later
•Traffic Calming Update

2:45 pm •Law Enforcement Data Collection -
The TraCS Project
•Underage Drinking -
Wisconsin Compliance Investigations
•Who's Buckled Up?

4:00 pm •Earned Media - What it is. How to create it.
•Safe Routes to School... A Healthy
Transportation Program for Kids, Families
& Schools
•Motorcycle Fatalities - What's Up?

5:30 pm - 7:30 pm **Reception**

Friday, August 22, 2003

7:00 am - Noon Exhibit Area Open

7:30 am Breakfast

Presiding: Ken Leonard, Deputy Administrator
WisDOT Division of Transportation
Investment Management

Motivational Productions 2003
"The Power of One"

8:45 am Workshop Sessions
•Evaluation: What is it all about?
•Pulling it Together -
Sustained Enforcements
•08 Update

10:00 am •"Making the Transition" -
College Underage Drinking Programs
•Mobilization Communication:
Getting the Word Out
•Safe Transportation Policies for Kids

11:15 am •The Pulse of EMS-
Research and Education
•Safe Communities
•The Power of Walking Audit-
Improving Walkability &
Pedestrian Safety

***Please remember that workshops and
times are tentative and subject to change!***

Registration form for the 29th Annual Governor's Conference on Highway Safety

Enclose your check, made payable to
WisDOT, Bureau of Transportation Safety.

Name

Affiliation

Address

Phone

Fax

Email Address

☐ I would like to exhibit at the
Governor's Conference. Deadline
for exhibitor's will be August 1st.
Registration fee will cover
exhibitor fee.

Amount Enclosed \$ _____

Please TYPE or PRINT clearly the information
above as it should appear on your name
badge. Copy for multiple registrations.

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PO Box 7936
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Phone: (608) 266-0402
Fax: (608) 267-0441